

Saskatoon



This Was Prairie Four Years Ago

**On 7th April, 1909,
Saskatoon, (Province of Saskatchewan)
was selected as the seat of:
The Saskatchewan Provincial University,
The Saskatchewan Provincial Agricultural College, and
The Saskatchewan Provincial Experimental Farm.**

Western Crops, 1908

The following is the Official Government Estimate of 1908 crops, dated Ottawa, 12th September, 1908, and covering the Provinces of Manitoba, Saskatchewan and Alberta only:—

Wheat, total yield	104,053,000 bushels
Oats	107,860,000 "
Barley	25,591,000 "

At their present market values, the above crops represent the gigantic sum of nearly \$159,000,000.

A FEW COMPARATIVE FACTS

The total **Gold** production from the **Yukon** for **Ten Years**—from 1896 to 1906—represents a value of \$114,000,000; but, from this year's crop alone, **Our Western Farmers** will earn about **FORTY PER CENT MORE** than the above sum.

The total value of Diamonds produced in 1905 (last available figures) from the world's richest mines at Kimberley, South Africa, was about	\$34,000,000
The total output of Gold , for the same year from the entire Transvaal, reached the sum of about	104,000,000

Or, taken together

Our Western Farmers will realise a greater sum by about **FIFTEEN PER CENT.** from this season's crop.

The Whole World's **SILVER** production for the year 1905 totalled a value of \$282,000,000: **Our Western Farmers** will earn from this year's crop, a sum equal to more than half—or, **FIFTY-SIX PER CENT.** of the value of the whole world's annual output of Silver.

The **World's Gold** production for 1905, totalled about \$380,000,000. The earnings of **Our Western Farmers** from this year's crops will represent a sum equal to about **FORTY-TWO PER CENT.** of the value of the whole world's output of gold for the year mentioned.

Canada represents about one-third of the entire area of the whole British Empire. Yet, only one-quarter of this area is at present occupied; and, only about one-eighth is under cultivation.

Any intelligent person will have no difficulty in forming very impressive conclusions from the above plain facts.

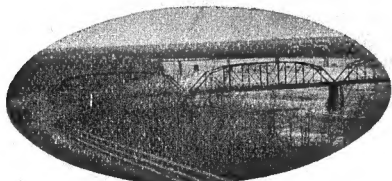
Building Record

The prosperity of Saskatoon is well shown by the building record. At the time of incorporation as a City, in the spring of 1906, there were not half a dozen buildings of permanent character in the place. But, what were then, for the most part, mere prairie trails, are today transformed into street after street of fine brick and stone blocks. The transition from bare prairie to city has been phenomenal, and is without parallel in the annals of the Dominion. In proof of the foregoing it is merely necessary to cite the fact that the City Assessment has soared from \$750,000 to about \$8,000,000 in a little over three years.

This year's building program will be by far the largest and most important in the history of Saskatoon.

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Saskatoon—A Glimpse.

The Psychology of Saskatoon

Saskatoon possesses an ineffable charm peculiarly its own. The stranger is obsessed by it within the first hour of arrival. Nor does this charm arise merely from the responsive joy of the heart in those things of beauty which so delight the eye,—not from the glorious freeness of the prairie, nor from the pure, tender breath of its wandering winds; not from the strange, quiet softness of the summer sky, nor from the river, winding at its own sweet will between wooded banks—winding through the very heart of a picture which beautifully gives the lie to popular conceptions of a prairie town. No, this singular charm is not of these things: It is something deeper, subtler, more wonderful; it is the charm of an all-pervading spirit of Prosperity! And nowhere else in this whole wide Western Country is it so palpably present as in Saskatoon City.



The River Beach at Saskatoon.

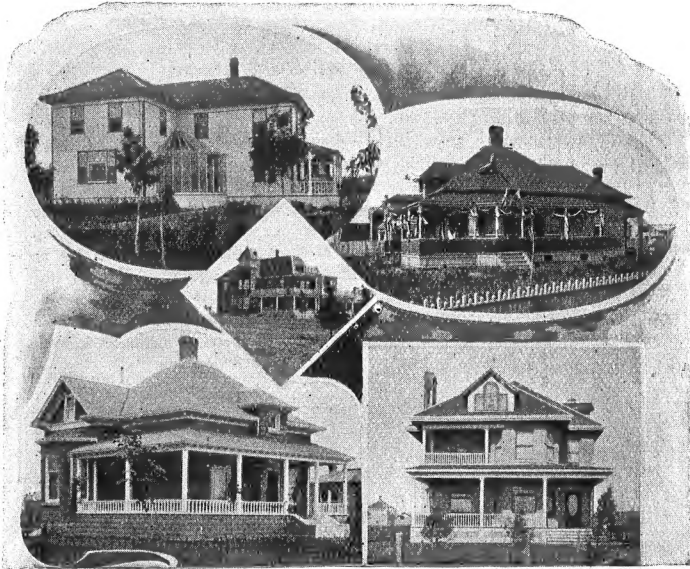
Indications of prosperity are everywhere in Saskatoon; one seems to breathe prosperity. It permeates the whole community. Its influence outcrops continually—even in the common acts of the simplest citizens. It is beautiful and is good.

The Commissioner, Board of Trade, Saskatoon, Sask., will gladly supply all information. Write him, or call.

Nowhere will you find a happier people. Men treat men kindly. The "Good Morning" greeting is unmistakably sincere,—so is the hand-grip. These simple courtesies, so meaningless, so conventional in older parts, do here convey their literal significance. They are genuine. There is a smile in the heart of our people, and a smile through their lives. It is omnipresent,—WHY?

Simply because prosperity has lifted the lack of money out of life and thereby annihilated nine-tenths of human tribulation.

And, yet, how many are there who came here poor and discouraged, but a few years ago, whose beautiful homes or splendid farms today lend their tribute of adornment to this fair young city and district! There



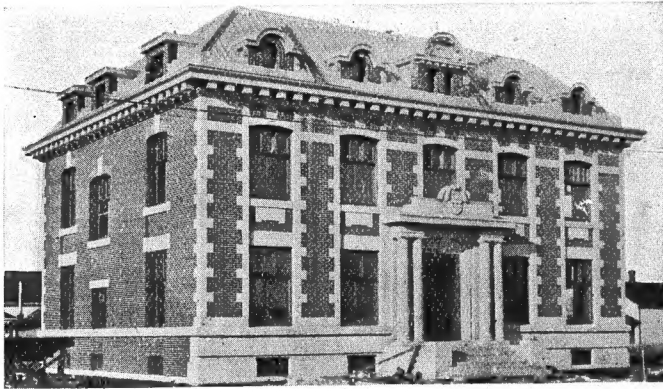
Typical Saskatoon Dwellings.

is no success anywhere for the man who fails here. But we have few failures. There is no room for the idler. The idler soon discovers this fact to speedily assume the universal earnestness and energy.

With such happy, hopeful conditions of life so freely available to industry and enterprise, it is exceedingly hard to understand why so many should persist in an existence of poverty, sordid or genteel, in the

MANUFACTURERS and WHOLESALERS:—For Saskatoon's Distributing Territory and Facilities, see Map in centre of this Booklet.

congested confines of great cities; or, on agricultural lands from which neither they nor their forefathers could ever coax more than a stinted livelihood. Have we not noted the toiling of these people as God never meant men to toil—from dawn to darkness—for bread, and little more! Have we not marked those weary, anxious faces on the streets of great cities! Have we not felt for them in their bondage and thanked Heaven for our Western freedom! Did it not seem to us that they had yet to learn the true meaning of life,—that mere existence—not life,—was the poor fruit of their labors? Were we not conscious of a haunting evidence of the general struggle to maintain through inner sacrifice an outer semblance of respectability, though standing on the very threshold of poverty betwixt the portals of debt? What thoughtful man has seen and



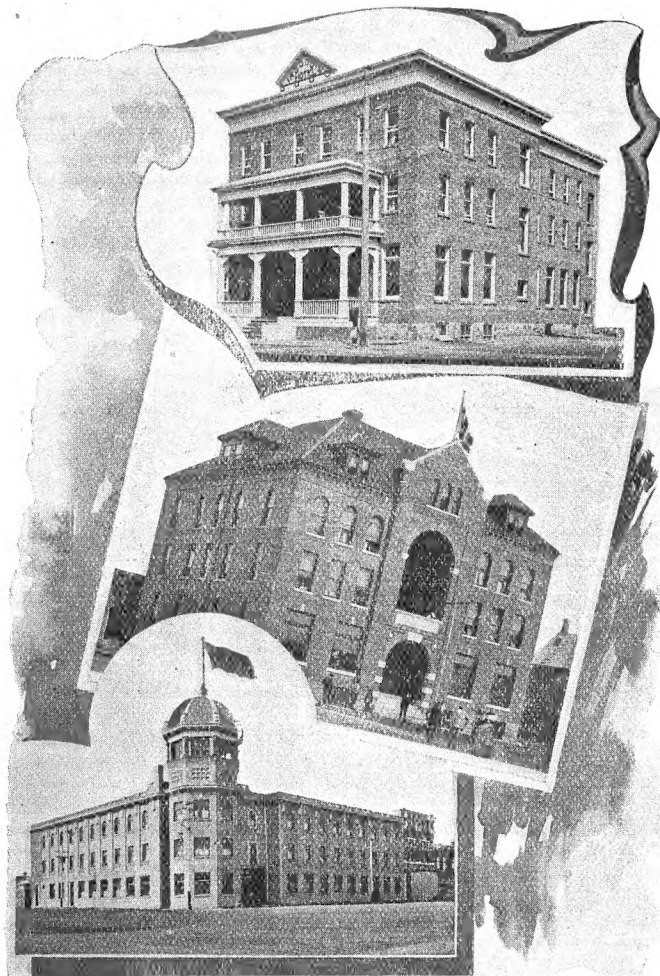
The Court House.

noted the tragedy of it all and not longed for the power to lift from these weary souls that carking money-worry so indelibly written on their faces,—to watch the relaxing of its relentless heartgrip—the expanding of the heart again;—the fading of care and the dawn of a long-lost smile even on one tired face.

Who that has lived has escaped the bitterness of empty pockets! Even new clothes seem shabby then. Under such circumstances a manly man will bite his lip and pocket insult: He has no money—therefore, no heart, no courage. The iron enters his soul; he takes the quieter streets;—and, in his bosom there is something sadder than tears.

The lack of money, like a cancer, gnaws out the soul of human joy; battens ruthlessly on all gleams of heaven in the heart; kills the smile in embryo; checks the kindly utterance at the tongue-tip;—smothers at its very source, life's little melody.

Crop Failure is unknown in Saskatoon District.



Wire Ahead for Accommodation—Our Ten Hotels Filled Nightly.

Iroquois Hotel.

Empire Hotel—Capacity Being Doubled this Spring.

Flanagan Hotel.

There are **FOUR BRIDGES** across the river at Saskatoon. Three of them were building at the self-same time.

But, with a little money, clothes don't matter—everything is transformed: Behold another man,—yet, the same man! Ah! the hope renewing, jingle of coin—the courage that comes with the very fondling even of a filthy wad,—for, it is power; it is the price of human respect. There is not much on this earth that it cannot buy.

And, how true it is that this lack of money is the chronic life-tragedy of a vast community of able, earnest men,—men who expend their ill-paid energies in ungenerous spheres,—men who have never given themselves a single chance!

Saskatoon is a beautiful, healthy, happy City,—happy because its people are prosperous. Even the recent financial crisis which so calamitously affected the entire Continent, did not result in a single failure in Saskatoon.

Saskatonians stand today a practical demonstration of this philosophy, that to be at ease financially is to be at peace with men,—and that to be at peace with men is to have achieved a full, satisfying measure of the joy of earth. We are a happy people; it would be strange were we not. We have a right to be proud of our City and of the sea-like sweep of wheat lands tributary to it.

We know that there is ample room and far more than mere hope of a happy, bright future for every honest, steady, energetic man coming here. And our welcome to such will be sincere.

The ineffable charm of Saskatoon lies in its all-pervading spirit of Prosperity,—a charm which obsesses the stranger within the first hour of arrival, and which throughout this whole, wide Western country is nowhere else so peculiarly and distinctly present.

Saskatoon—Yesterday and To-day

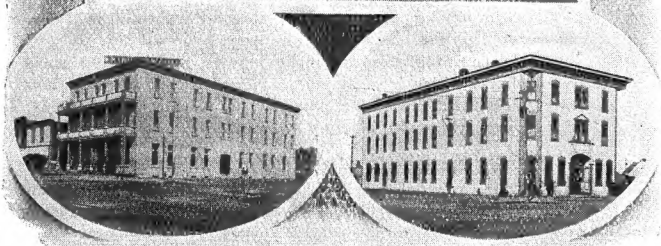
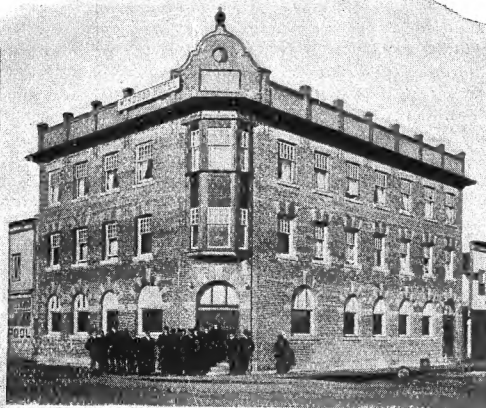
A little over a hundred people; a sprinkling of tiny shacks and a couple of glorified barns called "hotels" with a courtesy positively superb;—the whole connected with the outside world by one single line of wobbly railroad run in comic opera style, at uncertain intervals, with equally uncertain safety,—such was Saskatoon but five short years ago. It is very different today. Our population is now about 8,300, and growing apace, having almost trebled since the census of June, 1906. Saskatoon is, therefore, the most rapidly growing city west of Winnipeg, although the youngest. The City assessment has soared from \$750,000 to about \$8,000,000 in less than four years.

In this booklet all inclination to statements that are other than strictly conservative has been suppressed. Our proposition is understated,—not exaggerated. It will so appeal to the reader on thoughtful perusal.

Churches

There are thirteen places of worship in Saskatoon, all of which are in an exceedingly healthy, thriving condition. In addition, the Y.M.C.A., recently established a branch of their splendid organisation, which attained immediate popularity; while, in common with most places of any size throughout the world, we have our band of these unselfish workers, the Salvation Army.

There are now NINE operating railway outlets from Saskatoon,—and more to follow.



Three More of the Ten.

Windsor Hotel.

King Edward Hotel.

Western Hotel.

Hotels

In coming here, it is well to wire for a room at least two days prior to arrival. This will prevent disappointment and inconvenience,—for although we have ten hotels, we have none too many for the accommodation of our visitors.

Our hotels are good hotels. We are justly proud of them. It would be hard to find better accommodation anywhere, even in cities much bigger and much older. Hotel life here involves no hardship such as might be expected in a new city. On the contrary, it is eminently comfortable and pleasing.

The population of Saskatoon has more than doubled within the past two years.

Hospitals

To Saskatoon falls the distinction of establishing the first Municipally Owned and Operated Hospital in Western Canada,—the second of its kind in the entire Dominion. This fine edifice cost over \$55,000. There is no more modern institution of the sort anywhere. Its every arrangement, furnishing and appliance is typical of the very latest and best known to medical science. The capacity of this hospital is calculated to anticipate the exigencies of a population which, of necessity, must continue its phenomenal increase.

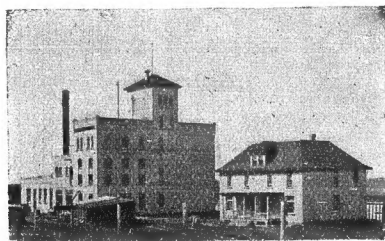
In addition to above, St. Paul's Hospital, conducted by the Sisters, does its own splendid work under conditions which leave nothing to be desired; while, on the east side of the river, Mrs. Arnold, a lady of wide experience, conducts a private Maternity Hospital.

Water

"Saskatchewan" is an Indian word, the English equivalent of which is "Swift Running Water"—and the peculiar aptness of Indian names is proverbial.

What an unspeakable blessing our merry, big river is to this young City. How truly it is a thing of beauty and a joy forever. Millions upon millions of gallons of water pure enough to produce a beer which for quality of brew stands second to none, glide and ripple through our City on their long, long journey to the sea.

Some conception of the purity of our river may be gleaned from the fact that, for five hundred miles above us there is absolutely no town of any kind.



Saskatoon Brewery.

Before the establishment of our brewery, water from various parts of the West was sent for analysis to the highest authorities on the American Continent,—because, as is generally known, water for brewing must be of perfect purity. That the brewery came here is significant. How few Western towns can offer this fundamental human necessity—pure water.

Saskatoon is a Beautiful, Healthy, Happy City,—Happy because its people are PROSPEROUS.

City Telephone

Saskatoon was the first city in Canada to adopt the automatic telephone. This triumph of ingenuity is installed throughout the City, and has yielded entire satisfaction.

By means of a movable dial on the instrument, one can instantly secure connection with any required number. There is no delay, no wrong number exasperation,—no martyrdom at the sweetly tyrannous will of that delicately supercilious individual—the telephone girl. Further, the automatic 'phone is never off duty. Day and night it remains faithful, accurate and instant.

The Saskatchewan Government is now busily engaged installing an extensive country telephone system with Saskatoon as a District Centre. This will bring all the main points in the Province within speaking distance of us, and will constitute the nucleus of numerous rural systems which will, very soon, thread the plains with wires. Thus is the isolation of the remote prairie dweller finally annihilated, and his touch with men and markets reduced to the mere pressing of a bell button.

Fuel

Our varied railway facilities now enable the importation of coal at reasonable rates and in unfailing supply; but the completion this year of the C. N. R. Goose Lake line to Calgary, and the C. P. R. line to Wetaskiwin, will reduce coal to an exceedingly moderate price, while doubling our sources of supply.

The railway-tapped forests to the immediate North provide ample cord-wood at a low figure. The tragedy of scant fuel is unknown in Saskatoon.

Schools

The accompanying cuts will indicate the artistic, modern character of our three fine schools wherein full staffs of highly qualified teachers hold sway over almost a thousand of the heartiest, healthiest-looking youngsters imaginable.

Owing to the steady, rapid increase of population, frequent and considerable enlargement of our school accommodation has been necessary. It could scarcely be otherwise when the number of scholars in attendance has more than doubled each year. Some conception of this increase may be gathered from the fact that the Alexandra School, opened September, 1907, and deliberately built to anticipate requirements, had to be doubled in size, May, 1908. Sites are already secured for two further schools; and a \$100,000 Collegiate Institute will be built this summer. It will be seen, therefore, that the educational facilities of our City are singularly favorable—which will, doubtless, be accepted as a practical indication of the truest type of progress and development.

The City Assessment has jumped from \$750,000 to over \$7,000,000 within three years!



School Attendance Has Doubled Each Year.

The School Attendance at Saskatoon more than doubles each year. Nearly a thousand children at our schools now.

Sewerage

Saskatoon possesses a thoroughly modern water and sewerage system. On this very large sums of money are annually expended to provide extensions rendered necessary by the rapid growth of the city. In connection with these essentials, the lay of the land lends itself to the best results.

Cost of Living

Owing to the vast territory tributary to our City, and of which it constitutes the sole centre of supply, the consequent volume of business enables our merchants to import by carloads and thereby to secure minimum freight rates. This is the secret of the surprisingly reasonable cost of all commodities.



**A Corner in J. F. Cairns' Departmental Store—The Finest Store
West of Winnipeg.**

In coming West one by no means leaves in the East all that is outstandingly modern and good in the line of stores: A visit here will confirm the fact that Saskatoon has stores which might well do credit to the best streets of biggest cities. No need for the gentler sex to sigh in vain for the very latest of those fragile fancies dear to the feminine soul;—they are all here. And for the man who wants but little here below, up to the hyper-fashionable pantling, there is everything that is anything.

Crop Failure is unknown in Saskatoon District.

Electric Light and Power

Being owned and controlled by the City, our light and power plant is run simply with a view to supplying these utilities at cost, practically, and not as a commercial proposition. The service is a good one, and the rates are very reasonable indeed.

Clubs

Of course, we have our clubs,—two of them,—the Saskatoon Club and the Commercial Club, each of which possesses a full and representative membership. The furnishings of these clubs might well illustrate an extremely happy blending of comfort and artistic taste. Everything is solid, good and beautiful and in keeping with a tone and refinement conspicuous in the better-class clubs of older centres.

Banks

The number and class of banking institutions in a city will be accepted as a fair criterion of its commercial importance. Altogether Saskatoon has ten banking institutions:

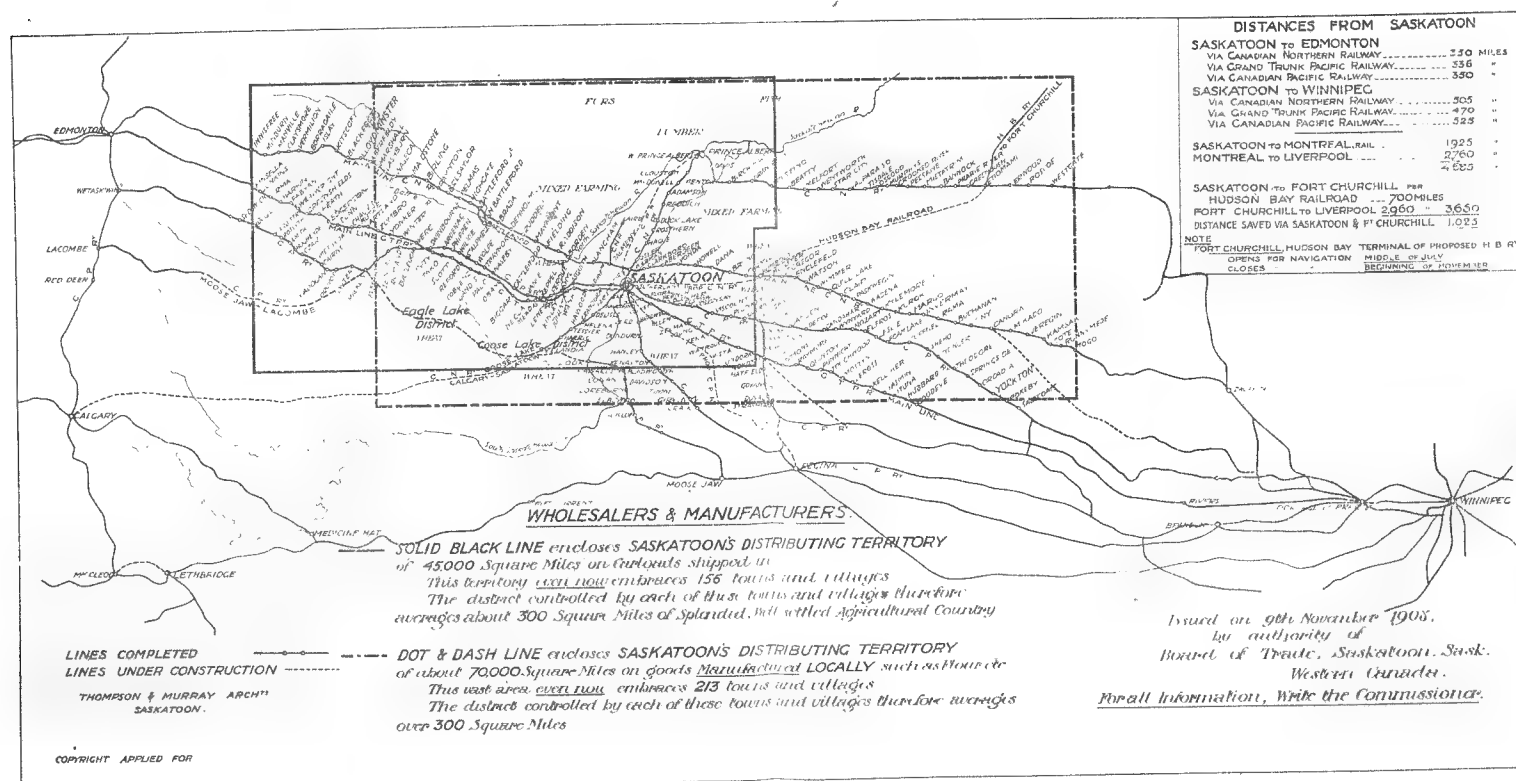
Canadian Bank of Commerce.
Bank of Montreal.
Bank of Nova Scotia.
Union Bank of Canada, and branch of same.
Bank of Hamilton.
Northern-Crown Bank.
Traders' Bank.
Dominion Bank.
National Trust Company,—



Canadian Bank of Commerce.

In other words, eight chartered banks and one trust company doing a banking business. All the other leading financial and insurance corporations are duly represented; and another chartered bank is now reported to be negotiating for a site. Not long ago, the Bank of Montreal

The Commissioner, Board of Trade, Saskatoon, Sask.,
is ready to help you with reliable information. Call, or write him.

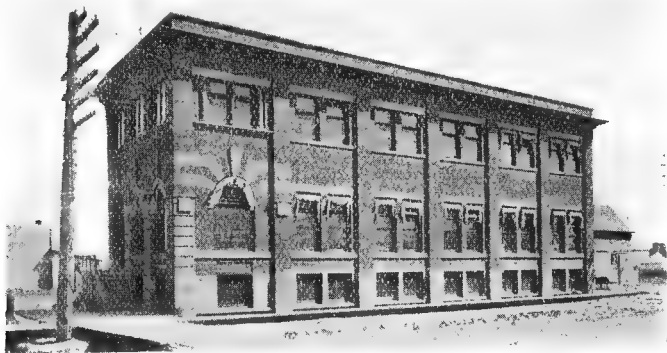


FOR RAILWAY FREIGHT RATE DEMONSTRATION OF ABOVE SEE INSIDE BACK COVER.

purchased a \$16,000 site upon which they will build premises adequate for the convenient conduct of a business that has outgrown their existing facilities. From the cut of the Canadian Bank of Commerce some conception of the banking opinion of our city may reasonably be gathered. Banks must have business, and business must have banks. Saskatoon has business enough for more banks than she now has.

Newspapers

We have an up-to-date City because an up-to-date people have made it so. In such a community, as naturally follows, there could be no room for any but thoroughly good, live newspapers,—and we have two of them;—both dailies, each of which issues a weekly.



Phoenix Building—Home of The Daily and Weekly Phoenix.

Through the medium of these organs, the Saskatoonian has his finger right on the pulse of things, no matter how remote. He knows immediately of all the great happenings far over the faint horizon of his own dear prairie lands; no news of importance is denied him. He gets everything that is anything.

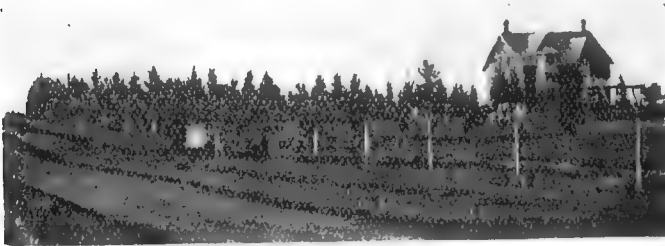
There are many things which will surprise on a first visit to this new City, and by no means the least of these is the size, the class and quality of our two papers.

Agriculture

With the most productive of known soils, available at an exceedingly low price per acre, situated right in the heart of the largest wheat growing territory on earth, in a district throughout which CROP FAILURE IS UNKNOWN, and which forms the axis of a railway development admittedly phenomenal,—it goes without saying that the farmer must of necessity do exceptionally well. That he does so well is astonishingly evident on every hand. How typical of the development of this City

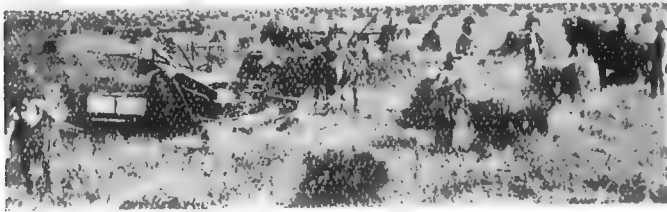
Crop failure is unknown in Saskatoon District.

is that of the farm homes and buildings so picturesquely sprinkled throughout the wide tributary district. The sod shack of a few years ago now occupies one corner of the neatly fenced yard, and provides shelter for an assortment of poultry, while the fine, modern home stands out a splendid tribute to the land, and to the manly men who are so quickly winning for it an inevitable and mighty destiny.



Saskatoon Farm House—The Swift, Sure Reward of Industry.

Comparison is a very useful factor wherewith to arrive at a true understanding of any proposition admitting of it. In this line, a few simple, indisputable figures may speak with more force than many words. Here is an illustration:



How Saskatoon Makes Poor Men Rich.

AMERICAN LAND VALUES AT DIFFERENT PERIODS.

The official census returns of the United States, published by the American Government, show that the average value of farm lands per acre in 1850 was \$7.87; in 1860, \$14.67; in 1870, \$25.54; in 1880, \$29.15; in 1890, \$36.10; in 1900, \$53.06.

Taking a period of ten years, the average yield per acre, in bushels of Spring wheat was: Minnesota, 14.2; Wisconsin, 13.5; Iowa, 11; Nebraska, 12; Dakota, 13.5. The Manitoba yield for the same period was 21.5; and, as is generally known, the average yield in this newer prov-

There are FOUR BRIDGES across the river at Saskatoon. Three of them were building at the self-same time.

ince is much heavier than that of Manitoba, a fact readily confirmed by reference to Government statistics. However, let us accept Manitoba's average as a conservative basis of argument, and here is our proposition in a nutshell:

First-class land in Saskatoon District can be purchased today at from \$10 to \$15 per acre, according to location,—while the yield from



Settlers Flocking to Saskatoon—Unloading a Whole Trainload of Effects. this land will, at the most conservative estimate, eclipse that of Minnesota—the highest mentioned above—by at least 50 per cent.

Contrast American land values and ours. Compare their yields per acre with ours, and the splendid character of our proposition will be clear. Thereafter, it will not be hard to understand why so many shrewd Americans come here to purchase with the proceeds from the sale of their farms in the United States, four times the amount of fifty per cent better land in Canada. It would be strange indeed if they did



Bound for the Homestead.

not come here, and inconsistent with the business-like proclivities of a wonderful people.

It is well to here emphasize the fact that crop failure is unknown in the Saskatoon district. Even the season of 1907,—the most unfavorable for over twenty years,—did not perceptibly affect our farmers. A

Farmers in all branches will get definite, reliable information concerning the Saskatoon District, on application to the Commissioner, Board of Trade, Saskatoon, Sask.

test of the crop sureness of any district could scarcely be more severe or conclusive than that of the season above mentioned. This feature will be duly considered by the intelligent agriculturalist. It involves something nearly equivalent to crop insurance.

While it is probable that wheat raising will always be the main branch here, mixed farming is, nevertheless, growing very steadily in popularity, and has proven singularly profitable in all its branches. But there is a crying need for many more mixed farmers than we have.



Breaking the Land that is Making the Country.

Prosperity of no uncertain type awaits the industry of such men. Their markets are here ahead of them, for the supply of ordinary farm products at the present moment leaves a very large portion of demand unfilled. A few high-class dairy farms in the vicinity of Saskatoon would be a blessing to the city and a source of splendid profit to their owners.

Of course, our stock raising industry is already very important, while the encouraging profits derived from it are making it more and



Crop Failure is Unknown in Saskatoon District.

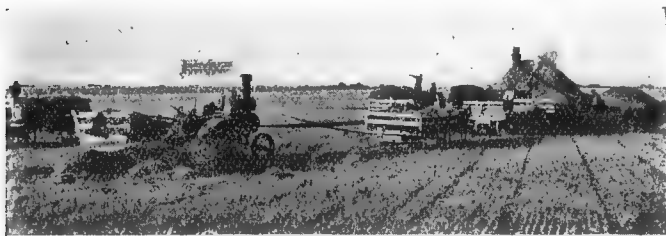
more attractive to an increasing number. Horses, cattle, sheep and swine are all sure money-getters, and visitors to **OUR BIG AGRICULTURAL FAIR TO BE HELD HERE ON 3rd, 4th, 5th and 6th OF AUGUST, 1909**, will see a bunch of pure bred stock which might well

**Cheap, Good Land and Abundant Railway Facilities,—
such are the Secrets of Saskatoon's Success.**

grace the ring of any cattle show anywhere. It will be plain to the initiated that our stockmen not only started right, but are going along strictly on the right lines.

For poultry farms we have an opening of an exceptional character, which may be gathered from the fact that at present we are practically without any,—and there is room for many. To the live poultryman further comment is superfluous,—the inference is clear.

Although vegetables of every kind are safe and big croppers, and even tomatoes ripen out of doors, market gardening is not undertaken



Threshing Saskatoon's Sure Crop.

on a scale anything like sufficient to supply even a small portion of the permanent demand. When it is remembered that our population is now about 8,300, nothing more need be added.

The foregoing remarks upon agriculture generally, may be condensed into the following few words: There is a splendid future here for



A Saskatoon Treasure Train—Wheat for the Elevator.

energetic men engaging in any and all branches. Such men cannot fail. In the past, they have never failed—not one of them; and, with our

Saskatoon's Wholesale Distributing Territory:—45,000 square miles, embracing 156 towns and villages. Kindly study Map in centre of this Booklet.

network of railways and swelling population, conditions are infinitely more favorable than they were only a few years ago, and are growing ever more and more so.

Climate

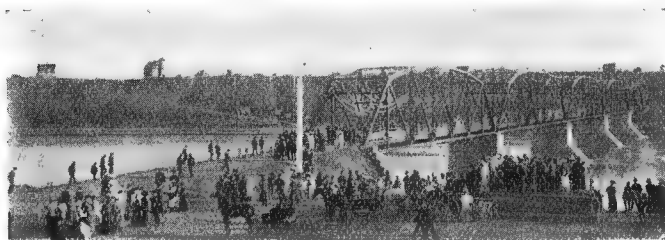
Throughout the entire Saskatoon District, the climate leaves little to be desired. To the newcomer it is a delightful revelation; to the resident it possesses an ever-growing charm. The going of winter is as swift and definite as the advent of sunny summer. We know nothing of the misery of a long-drawn-out, half-and-between season. Our seasons are well-defined: Our winter is crisp and invigorating: Our summer is glorious and our fall ideal. Winter glides in upon us about the middle of November. Overcoats are generally discarded for summer clothing about the first of May each year.

From all possible standpoints, our climate is not only entirely desirable, but admittedly, among the very healthiest on earth.

Bridges

Not until they have attained a historic antiquity—and seldom even then—do we find river cities in proud possession of four distinct and separate bridges. In this respect, however, Saskatoon affords the exception which proves the rule:

There are four bridges at Saskatoon, three of which were building at the self-same time. Note this point particularly—because it tells



Opening of the Traffic Bridge—October, 1907

the whole tale of our extraordinary development—tells it clearly to any intelligent individual,—and tells it in a nutshell.

The imposing solidity of our bridges might well symbolize the splendid character of the development they represent:—

Canadian Northern Railway bridge	1,000 feet long
Canadian Pacific Railway bridge	1,300 feet long
Grand Trunk Pacific Railway bridge	1,530 feet long
Traffic bridge	1,000 feet long

The accompanying cuts speak for themselves.

As was the case last year,—this year again, Saskatoon is the Greatest Centre of Railway Construction in the whole World.

Railways

Last year Saskatoon was the greatest centre of Railway Construction in the whole world. This statement cannot be questioned. It is absolutely true.

While railroads in the United States had, in 1908, to suspend con-



Canadian Northern Ry. Bridge.

struction for lack of funds, forty million dollars were expended on railway extension and betterment in Canada, and most of this work centred at Saskatoon. This year we are justified in believing that our last year's record will be more than fully maintained.

(1) The new C.P.R. line is at present operating as far to our west



Grand Trunk Pacific Ry. Bridge.

as Wilkie, and will be right through to Edmonton, via Wetaskiwin, early this summer.

(2) The Grand Trunk Pacific, the new National Transcontinental, at present operating as far west of Saskatoon as Wainwright, will be completed through to Edmonton by June, 1909.

(3) The grade reduction on the Regina-Prince Albert branch of the C.N.R., and the recent completion to Regina of their Brandon extension,

When you come to Saskatoon, call on The Commissioner, Board of Trade Offices, next C. N. R. Depot.

will place Saskatoon on the new transcontinental shortcut of this aggressive young system.

(4) The Saskatoon to Calgary (Goose Lake Line) of the C.N.R. now operating to a point 75 miles southwest of this City, will be rushed to completion, from both ends, during the coming summer.

(5) The C. N. R. Dalmeny branch is now completed, and will be running this Summer.



Canadian Pacific Ry. Bridge.

(6) The short gap in the Sheho-Lanigan line of the Canadian Pacific will be closed now at the earliest moment, thus lowering the mileage to Winnipeg, and enabling the C.P.R. to institute a fourteen-hour passenger service between Saskatoon and that city.

(7) It is expected that the C.P.R. will be able to connect their Moose Jaw-Lacombe branch with Saskatoon during the coming summer.

(8) The new Bulyea-Regina cut-off of the C.P.R. will be completed within the next few months, and will provide a direct connection from Saskatoon to the C.P.R. main line at Regina.



New C. P. R. Depot.

Railway Facilities and Lowest Distributing Freight Rates give Saskatoon absolute control of its own vast territory of over 45,000 square miles, throughout which it has no competitor. See Map in centre of this Booklet.

(9) The C.P.R. will this year build a branch from Saskatoon to Prince Albert and the lumber districts north thereof.

If any one,—wholesaler, manufacturer, merchant, investor or agriculturist—will but add the foregoing to our already existing railway facilities, it will be obvious that only one conclusion is possible as to Saskatoon's importance as a railway centre.

Then, it must not be forgotten that this year will likely mark the construction of the Hudson's Bay Trunk Line, which will be a continuation and linking up of the C.N.R., from Saskatoon to Fort Churchill. See Railway Map in centre of booklet, and note how this route shortens the distance to Liverpool.

Do not overlook the fact that ALL our big railway corporations have already demonstrated their confidence in Saskatoon by enormous expenditures made in anticipation of a huge business. The Canadian Pacific have 960 acres, upon which a big system of roundhouses, shops and yards have been installed, and in connection with which the monthly pay roll, will, ere long, reach about \$200,000. The Grand Trunk have secured 1000 acres for similar purposes, while the Canadian Northern are busily enlarging their already extensive facilities to 21 tracks at Saskatoon Station. These facts are significant.

Wholesalers and Manufacturers

The foregoing wonderful railway development is the practical recognition of Saskatoon's unique, strategic location not only in the very centre of the Canadian West, but in the very middle of the largest, most productive wheat lands extant. **WHERE WE ARE AND WHAT WE HAVE**—these are the two vital considerations which influenced the selection of Saskatoon as a central distributing point by three great companies.



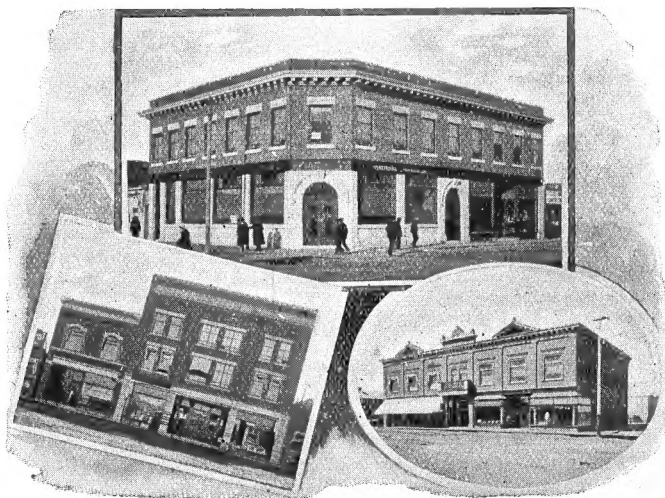
Massey-Harris Co.'s Offices and Warehouse.

Naturally, they chose the point from which the biggest business could best be handled. As must be obvious, the wisest choice in a matter of this kind is of supreme importance to any railway company, for in making their selection, they not only do so for themselves, but for the whole community of wholesalers and manufacturers whose goods are demanded

Saskatoon is the only City in Central Saskatchewan. There is no other large centre near us. Consequently, the surrounding territory is ours absolutely. See Map, centre of this Booklet.

throughout the territory controlled, and who, in this age of competition, must get as close as possible to their markets.

Distances are great in Canada; freights are a serious item to the manufacturer or wholesaler. He must handle his goods so that they may be distributed to a widespread clientele at the minimum freight cost. Therefore, if by choice of the most economic distributing centre with the most favorable railway facilities tributary thereto, he can reduce his freight bill to rock-bottom, and, at the same time expedite the delivery of goods, he will surely do so. In this connection, if he will carefully examine the railway map cut, Saskatoon's proposition as a central distributing point will be evident.



Group of Business blocks.

The following wholesalers, with commendable foresight, are already with us and doing an immense business:

Massey-Harris Company.

International Harvester Machine Co.

Cockshutt Plow Co.

James Gray Carriage Co.

By applying to the Commissioner, Board of Trade, Saskatoon, Sask., Manufacturers and Wholesalers will receive all particulars as to Saskatoon's Distributing Facilities and Rates.

M. Campbell Co., of Chatham, Ont.
 A. MacDonald Co., Winnipeg.
 Rogers Fruit Company, Winnipeg.
 J. Y. Griffin Company, Ltd., Winnipeg.
 Bell Piano Company, Guelph, Ont.
 Frost & Wood Co., Ltd., Smith's Falls, Ont.
 Great West Furniture Company.
 Canadian Elevator Company, lumber, etc.
 Saskatoon Forwarding & Storage Company, builders' supplies, etc.
 Wilson Bros., motor cars.
 Strickland's, Ltd., liquors.
 Western Commercial Company, liquors.
 E. L. Drewry, liquors.
 Imperial Oil Co.
 Winnipeg Oil Co.
 Perrin Plow Co.

In addition to the foregoing, the following firms have secured sites and will build this season.

Sawyer-Massey Co.
 J. I. Case Threshing Machine Co.
 Rat Portage Lumber Co.
 Singer Sewing Machine Co.
 Emerson & Fisher, Sackville, N.B., stoves.
 Tudhope Carriage Co.
 A Carruthers Co., hides, etc.
 John Deere Plow Co.
 Cold Storage Company.
 Two large Flour Mills, etc., etc., etc.

Industries

That Saskatoon is destined to have a great industrial future goes without saying. No prophetic spirit is required for this prediction; it is as obvious and as logically certain as that night follows day. From the undernoted list of some of our leading industries it will be seen that coming events have already cast more than a substantial shadow before:—

Brewery, cost over \$100,000.

Saskatoon Nursery Co.

Flour Mill.

Two Wood-Working Factories.

Interior Wood-Work Factory.

Brick Yard.

Cement Block Factory.

Mattress Factory.

Cigar Factory.

Tent and Awning Works.

Bottling Works.

Saw Mill.

The completion of the lines of the C. P. R. and the G. T. P. through from the east to Saskatoon, seems to have been the signal which let loose upon us quite a flood of inquiries from manufacturers and wholesalers for factory and warehouse sites. Communications of this encouraging and significant character reach the Board of Trade by almost every mail,—while personal visits from either the heads or representatives of big Eastern and United States concerns now keep the Commissioner fully employed.

WHOLESALE DISTRIBUTING RATES (See Map Centre of Booklet)

As a basic example we take CAR LOADS of FIFTH CLASS goods, such as Groceries, Hardware, Liquors, Paper, etc., while the LESS THAN CAR LOAD RATE for Re-shipping is taken as THIRD CLASS, although small lots of the commodities mentioned take various classes, according to the Canadian Freight Classification.

The nearest large wholesale distributing points with which SASKATOON has to compete are Winnipeg, Edmonton and Regina. So far as Brandon, Portage la Prairie, etc., are concerned, the rate situation upon which the Saskatoon and Winnipeg comparison is based will apply approximately.

The following rates are per Lake and Rail, and are in cents per 100 lbs:—

NORTHWARD

	Competing With Winnipeg
Carload rate, Toronto to Winnipeg	\$.65
L. C. L. rate, Winnipeg to Kinistino77

Total rate, Toronto to Kinistino, when distributed from Winnipeg	\$1.42
Carload rate, Toronto to Saskatoon	\$1.08
L. C. L. rate, Saskatoon to Kinistino34

Total rate, Toronto to Kinistino when distributed from Saskatoon \$1.42

SOUTHWARD

	Competing With Regina
Carload rate, Toronto to Regina	\$.98
L. C. L. rate, Regina to Kenaston31

Total rate, Toronto to Kenaston, when distributed from Regina	\$1.29
Carload rate, Toronto to Saskatoon	\$1.08
L. C. L. rate, Saskatoon to Kenaston18

Total rate, Toronto to Kenaston, when distributed from Saskatoon \$1.26

EASTWARD

	Competing With Winnipeg
Carload rate, Toronto to Winnipeg	\$.65
L. C. L. rate, Winnipeg to Carmel71

Total rate, Toronto to Carmel, when distributed from Winnipeg	\$1.36
Carload rate, Toronto to Saskatoon	\$1.08
L. C. L. rate, Saskatoon to Carmel24

Total rate, Toronto to Carmel, when distributed from Saskatoon \$1.32

WESTWARD

	Competing With Edmonton
Carload rate, Toronto to Edmonton	\$1.29
L. C. L. rate, Edmonton to Innisfree29

Total rate, Toronto to Innisfree, when distributed from Edmonton	\$1.58
Carload rate, Toronto to Saskatoon	\$1.08
L. C. L. rate, Saskatoon to Innisfree49

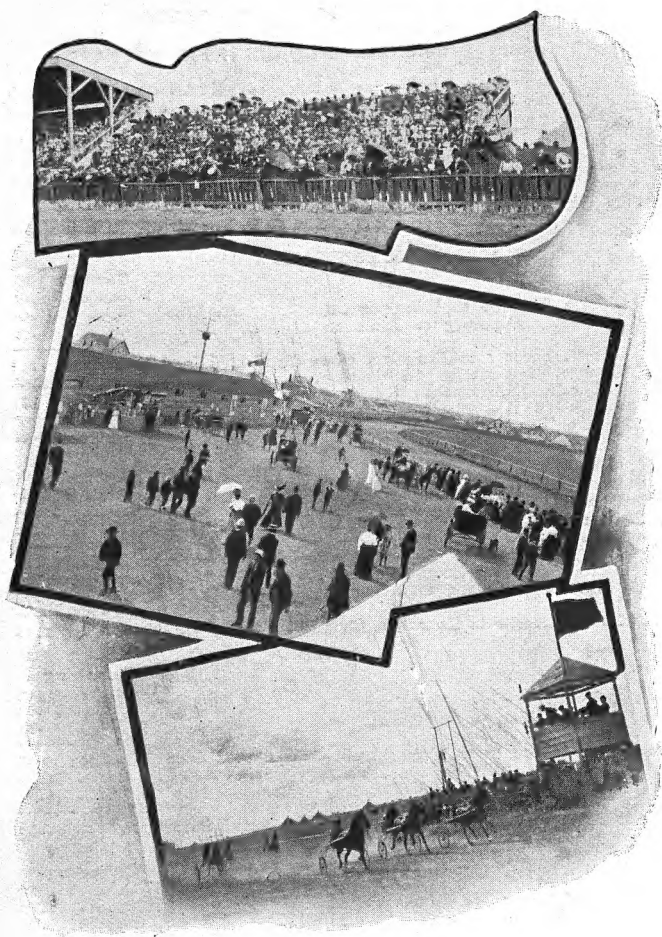
Total rate, Toronto to Innisfree, when distributed from Saskatoon \$1.57

Apart altogether from the freight savings shown in the foregoing, the point meriting most particular emphasis is—**THE ADJACENCY of SASKATOON to ITS OWN Territory.** This enables the **EXPEDITIOUS DELIVERY OF GOODS** to consumers—an important economic consideration for manufacturers and wholesalers.

From the above comparative figures it will be seen that **SASKATOON ABSOLUTELY CONTROLS THE EASTERN CANADA DISTRIBUTION BUSINESS** for

90 Miles North and 49 Miles South, and for
71 Miles East and 250 Miles West.

on the Canadian Northern Railway; or, in other words, a total actual **WHOLESALE DISTRIBUTING AREA** extending to almost **FORTY-FIVE THOUSAND SQUARE MILES** of the finest Agricultural land in the Dominion. This territory will be approximately the same on the Canadian Pacific and Grand Trunk Pacific railways.



1908 Exhibition Glimpses.
 A Corner of the Grand Stand—Promenade Between Races—An
 Exciting Finish